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THIS LOOKS GOOD

GAINING THE GOAL IN FARM MANAGEMENT.

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INAL ACCOMPLISHMENTS are largely in proportion to the size of goals set by community committees, according to Mr. M. D. Jones, farm management specialist in Maine. Mr. Jones recently completed a study of the most effective methods for advancing farm-account work, which testifies to the value of goals as stated above. In reporting his investigation, Mr. Jones said, "When the total number of goals set in each county is plotted in comparison with the number of accounts finally started, there is a distinct correlation. The larger the goal set, the larger the number of accounts that were finally started. This is good evidence that goals in this project do influence results obtained."

How Goals May Be Attained.

In connection with this study, another study was made of the methods used in attaining goals. This shows that in farm-account work, subject-matter and community program-planning meetings could be used most effectively in obtaining the desired quota. Thus Mr. Jones's study indicates that a tabulation of the percentage of cooperators obtained at community program-planning meetings in comparison with the percentage of cooperators finally obtained shows a distinct relationship; likewise, that there is a relation between the number of subject-matter group meetings held and the number of cooperators (that is, people pledged to adopt practices) obtained. Counties which held 5 meetings or less of this kind started an average of 42 accounts per county; counties which held between 6 and 10 group meetings started 68 accounts per county; and counties which held 11 meetings or more started an average of 96 accounts.

Results Dependent Upon Three Essentials.

As a result of this study, Mr. Jones notes three factors on which getting results in farm-account work seems to depend. These are:

- (1) The final accomplishment is in proportion to the size of the goals set by community committees.
- (2) The percentage of goals finally attained depends upon the percentage attained at community program-planning meetings.
- (3) The total amount of work accomplished depends upon the extent to which cooperators are obtained and taught in group meetings.

The facts brought out in this interesting study should have application in other lines of work. It may be pointed out, however, that there is still the big job of correlating the goal set with the total number of people in any one area who might adopt the practice. This can not be done until extension agents and committeemen, through surveys and by other means, get into closer contact with the conditions and needs of the majority of individuals residing in an area. The success of surveys in such work as purebred-bull campaigns in singling out those people who need to be reached proves that this method would be effective in other extension activities. Otherwise, goals will be merely arbitrary and will not contribute to obtaining the results sought.

Original distribution to
all extension directors,
State supervisors and
farm management demonstrators.